

**Abstract****SYSTEM FOR AUTOMATICALLY LOCATING VISIBILITY ZONES**

According to the invention, the system automatically locates effective visibility zones from which an element to be viewed is visible. For this purpose, for this purpose, the inventive system makes use of the location of potential visibility zones (obtained from data such as sitting, morphology and orientation of the element to be viewed, potential visibility distance assigned to said element, etc.) and the morphology of the region in which the effective visibility zones are to be located. Said system avails of means of appraising the degree of visibility of different visibility zones according to the level of compliance achieved in relation to the criteria for locating visibility zones. By means of a sample practical application, the element to be viewed could be an advertising medium and the effective visibility zones could be defined by effective visibility axes that correspond to the streets of an urban environment in which other parameters can also be considered, such as the number of individuals and the transport means that pass through said streets, the direction of traffic, the time, etc.